Matt Spence

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EXPERIENCE

Freelance Web Designer & Builder
July 2024 - Present
- Creating service booking websites for clients in Health & Wellness and Travel.

Had the opportunity to travel Asia and Europe.
Nov 2023 - July 2024

Trainline - London, UK
Feb 2022 - Nov 2023
Technical Business Analyst
- Process diagrams, use cases and test cases for a mass re-platforming programme in fulfilment and post-sales teams.
- Industry compliance for a new system that is responsible for 300,000+ daily purchases.
- AWS Athena & Tableau data analysis on large data sets with insights leading to an increase possible transaction combinations by +40%.

Personal Project: Railway Rush
2023
- Designed and launched a new card game in my free time.
- Raised $8,000 on Kickstarter from 400+ backers. Fulfilled to 23 countries in 45 days.

Universal Music Group - London, UK
Aug 2018 - Feb 2022
Business Analyst promoted to Senior Business Analyst
- Defined the roadmap and deliverables for a co-located team of 13.
- Requirements gathering and user stories from U.S. and Japan stakeholders.
- Analysis through SQL for playback to C-Suite.
- Decreased licensing timeline by 40% with improved UX and automation.
- Modernised software for managing 800k contracts, including Taylor Swift and Disney.
- Project advisor and mentor for two Business Analysts.

Personal Project: Who's Most iOS App
2021
- Self-taught Swift & Firebase development of an iOS app. 15,000+ downloads, 1,500+ IAP.

Apple - Cupertino, CA, USA
Jun 2016 - Sep 2016
Business Operation Intern
- Mapped user journeys and system flows to improve developer onboarding experience.
- Presented a fraud identification project to SVP - Eddy Cue, which was green-lit for build.

EDUCATION

- **BSc IT Management for Business (CompSci Faculty)** — Northumbria University, UK
  Software Development, Analytics and Project Management

- **Management Engineering (Study Abroad)** — Politecnico Di Milano, Italy